



Missouri Travel Barometer
September 2017 Report
(Data available as of 10/19/17)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

September Report Highlights

Lodging Statistics: 2017 Calendar Year to Date through August

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in ADR and RevPAR while other states are showing stronger growth in Occupancy and Demand.

Missouri Lodging:

Occupancy down 0.1% -- ADR up 4.1% -- RevPAR up 4.0% -- Demand up 0.2%

SIC Tourism business sales and tax collections: 2017 Calendar Year to Date through June

- For FY17, a 1.5% (\$194.4 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-June
- For CYTD17, a 1.2% (\$79.5 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-June
- May 2017 saw a 4.7% (45.1 million) sales revenue increase compared to May 2016
- June 2017 saw a 0.27% (-3.3 million) sales revenue decrease compared to June 2016

Website Visits: 2017 Calendar Year to Date through September

- Total web visits (main site and mobile visits) were down 23.3% for CYTD 2017 (Jan-Sep) compared to CYTD 2016
- Total web visits to VisitMO Spotlight (blog) were down 5.2% for CYTD 2017 (Jan-Sep) compared to CYTD 2016

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through September

- 101,343 responses for 2017 YTD – a decrease of 24.3% (This is most likely directly related to advertising cuts due to budget withhold.) However, Bowling Green, Lafayette, Louisville, Tri Cities and Tulsa all have growth over 2016
- For the month of September alone, responses are down 39.3% for 2017 compared to 2016

Welcome Center visits: 2017 Calendar Year to date through September

- For CYTD 2017 the centers are down 12.5% for January – September 2017 compared to the same period in 2016
- Due to budget cuts, the Welcome Centers started closing on weekends as of August. For the month of September alone, visits are down 50.9% for 2017 compared to 2016. For August – September, the decline is 43.3%.

Commercial airport deplanements: 2017 Calendar Year to Date

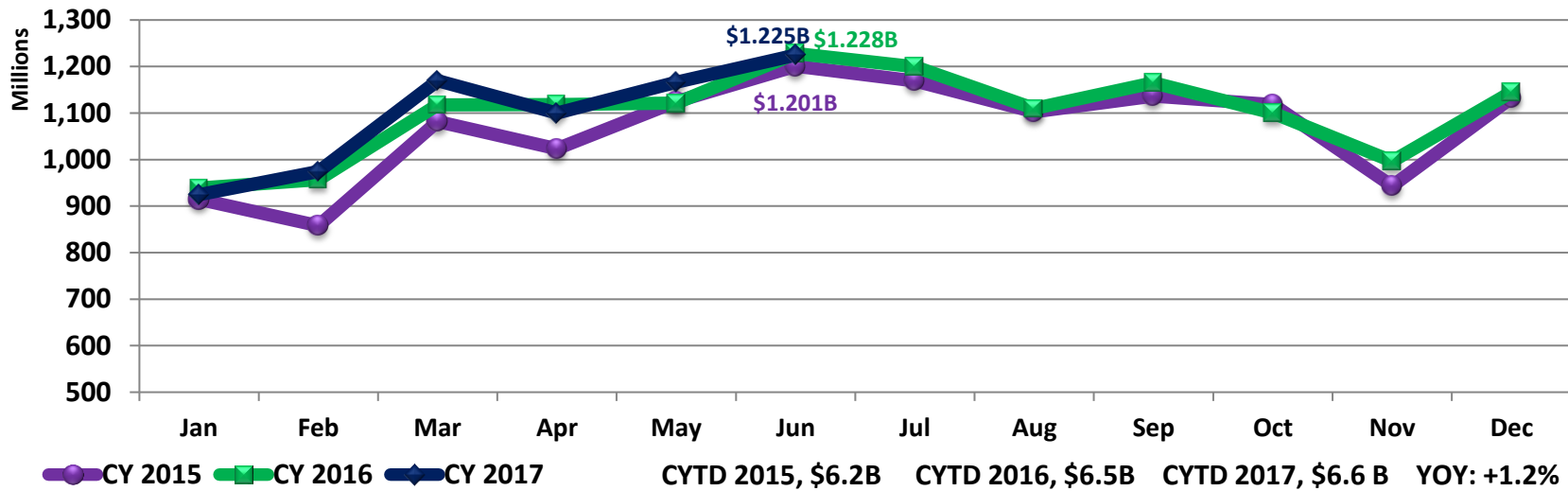
- Columbia up 24.8% for January – August 2017 compared to the same period in 2016
- Joplin up 13.5% for January – June 2017 compared to the same period in 2016
- Kansas City up 5.2% for January – August 2017 compared to the same period in 2016
- All airports up 5.7 % for January – June 2017 compared to the same period in 2016

Brand USA Partners on VisitTheUSA.com: Website Activity 2017 Calendar Year to Date through September

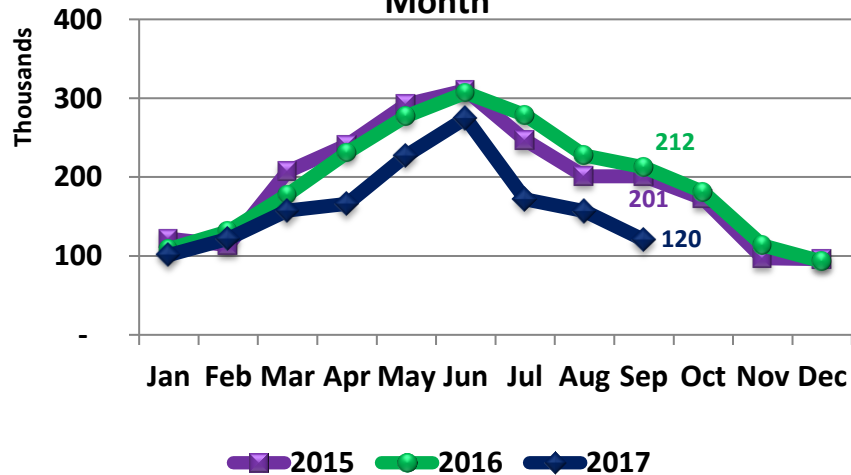
- Missouri's homepage on VisitTheUSA.com had 4,518 pageviews in Sep 2017 compared to 3,077 in Sep 2016
- Top five countries viewing Missouri's page during September were U.K., Japan, Germany, Mexico and Brazil
- Top five countries viewing Missouri's page during Jan-Sep 2017 were U.K., Japan, Brazil, India and Mexico
- Visitors from Germany spent the most time on our page, averaging 7 minutes and 42 seconds compared to an overall average of 3 minutes and 42 seconds

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Brand USA, and STR, Inc.

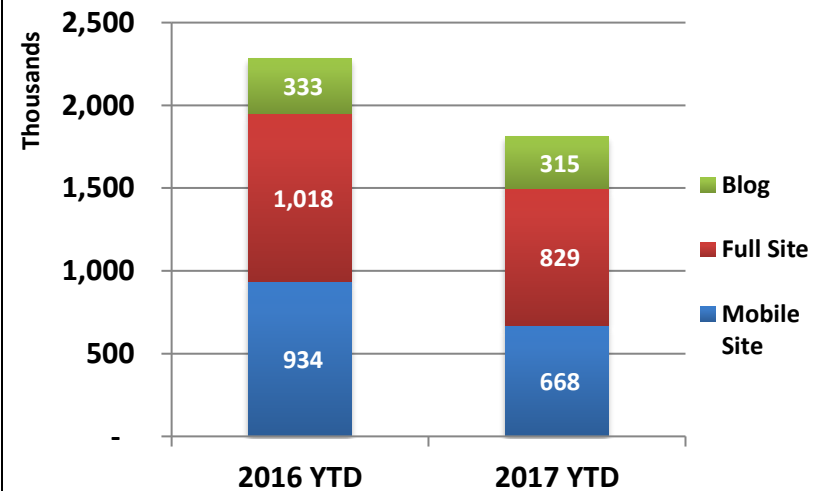
Sales Revenue from 17 Tourism SICs



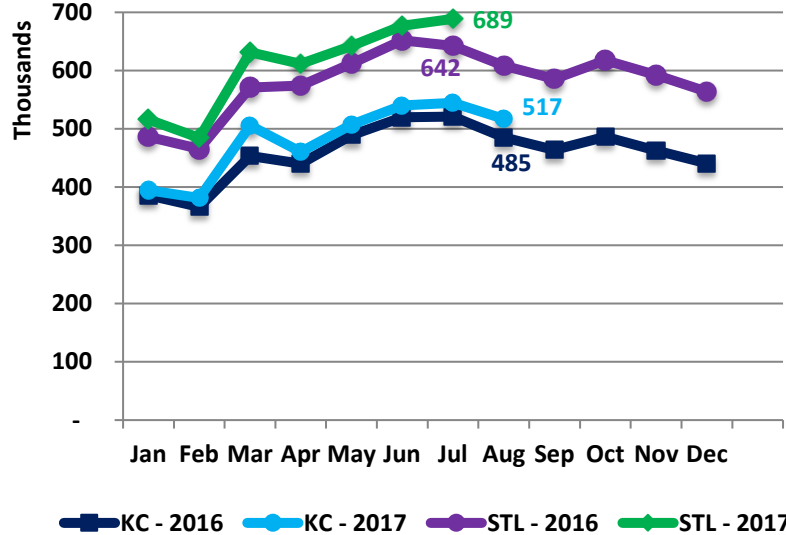
Visits to VisitMO (Full & Mobile Sites) by Month



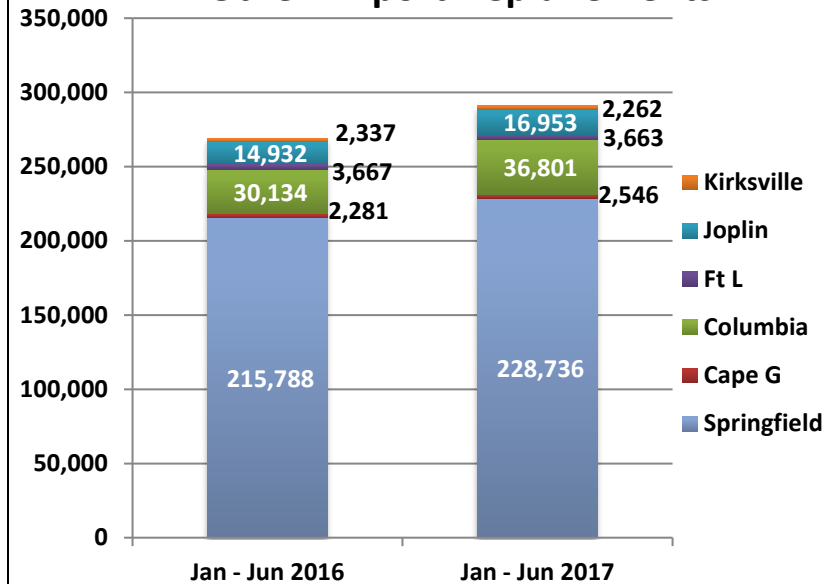
YTD Visits to VisitMO by Site



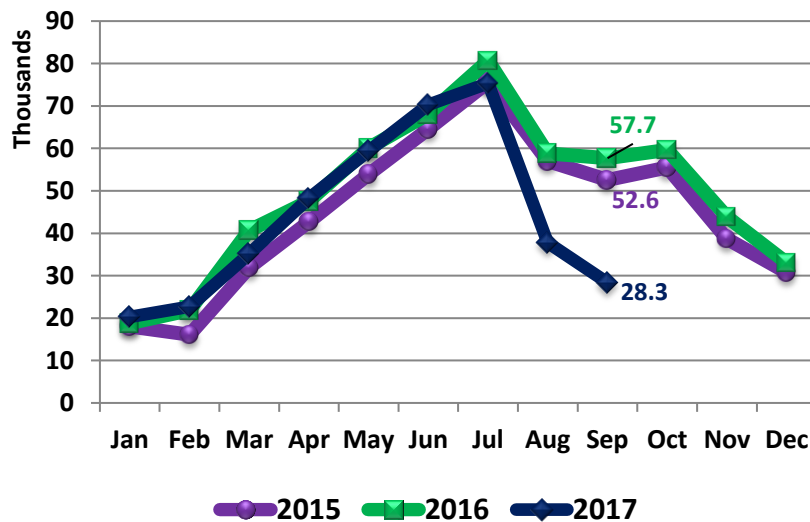
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

